

# Health Information Technology (HIT)

## Building a Sustainable Ecosystem through Workforce Development



Bringing the best together to help Atlanta thrive.

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# Atlanta

The Nation's  
Health IT Capital

**Metro  
Atlanta  
Chamber**



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# Health IT Companies

**MCKESSON**

**navicare**  
Behind every claim is a face

**Alere**

**HealthPort.**

**GREENWAY**

**Jackson Healthcare**  
We give healthcare life

**Craneware**



**SURGICAL INFORMATION SYSTEMS**

**iMedConsent**  
by Dialog Medical

**SoloHealth**  
In touch with your health

SILK INFORMATION SYSTEMS



**eHealthcareIT**  
eLearning & IT Solutions

**simplify MD**

**encounterPRO**  
HEALTHCARE RESOURCES, INC.

**BILLIAN'S HEALTHDATA**

**RelayHealth**

**ADAM**

**athenahealth**

**nextFrequency**

**MedAssets**

**REACH**

Acute Care Anywhere **versaHealth**



**OUTSIDE DEPICTED AREA**


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# RANKINGS

## The HCI\* 100 List

Rank	Company
1	McKesson Technology Solutions
34	HealthPort Technologies
37	MedAssets, Inc.
61	Greenway Medical Technologies, Inc.
87	Navicure, Inc.
88	Surgical Information Systems
89	Craneware, Inc.

\*Healthcare Informatics (HCI), magazine's  
Top 100 list of companies, June 2012



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# Health IT Industry in Georgia @ a Glance

- Atlanta's Top 7 companies have cumulative revenues close to **\$4 billion**
- Over to **250 HIT companies** in the state, the majority in Atlanta
- Over **30,000** HIT sector **employees** in the state and **growing at 42%** - according to a recent study
- Leading colleges & universities – Georgia Tech, Gwinnett Tech, Emory University, Georgia State University, Morehouse School of Medicine, University of Georgia and Georgia Regents University to name a few....
- The Healthcare Information and Management Systems Society (**HIMSS**), the world's largest Health IT organization, **founded in Atlanta** at Georgia Tech in 1961



# Global Health Advocates



Defending dignity.  
Fighting poverty.



THE CARTER CENTER

Waging Peace. Fighting Disease.  
Building Hope.



American  
Red Cross



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# Workforce Development Strengths and Challenges



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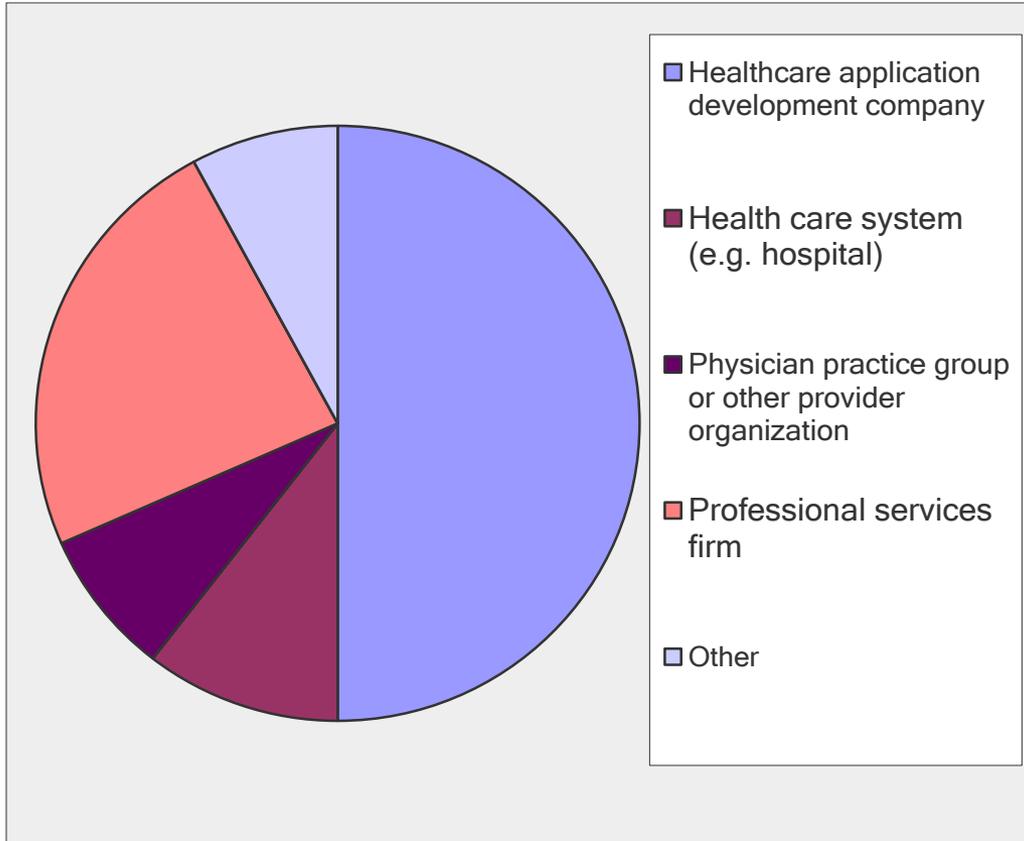
# What is the base line?

## (purpose and methodology)



- A survey was conducted to better understand the talent needs of the Health IT industry.
- Executives at over 200 HIT companies were sent a letter of invitation and link to an on-line questionnaire. A team from Plexus Marketing Group made follow up calls to prompt completion.

# Over 40 HIT companies provided input



- 41 respondents  
*(20% of industry)*
- 50% application developers
- 24% professional services firms
- 18% hospitals/providers
- 8% other

# Positions with the strongest demand

Positions	Currently employed	Current unfilled positions	Projected demand over three years
Application Developer	2,260	190	1,560
Business Analyst	1,525	90	1,320
Client Service/Help Desk	1,500	25	1,235
Project Manager	1,375	170	1,190
Sales Professional	1,375	290	880
Bus. Intel. Developer	735	65	775
Info Security Specialist	595	25	730
Systems Analyst	1,160	90	700
Computer Operations	1,115	15	505
Database Administrator	700	50	505
Network Architect	750	25	360



# Technical skills needed for key positions\*

Positions	Analytical Capability	Clinical Experience	Data base mgmt	Knowledge of Healthcare	Network design	Reporting/ analytics
Application Developer	X			X		X
Business Analyst	X			X		
Bus. Intel. Developer	X			X		
Client Service/Help Desk	X			X		X
Computer Operations	X					
Database Administrator	X		X			
Info Security Specialist	X				X	X
Network Architect	X				X	
Project Manager	X	X		X		
Sales Professional	X	X		X		
Systems Analyst	X			X		X

\* These skills were cited 10 or more times as important



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# Soft skills needed for key positions\*

Positions	Change Management	Leadership	Process Improvement	Project Management	Sales & Customer Service
Application Developer			X	X	
Business Analyst	X		X	X	X
Bus. Intel. Developer			X	X	
Client Service/Help Desk					X
Computer Operations			X		
Database Administrator			X	X	
Info Security Specialist			X	X	
Network Architect			X	X	
Project Manager	X	X	X	X	X
Sales Professional		X		X	X
Systems Analyst			X	X	

\* These skills were cited 10 or more times as important



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# Certifications preferred for key positions\*

Positions	Certified Data Health Analyst (CHDA)	Certified Health Privacy & Security	Certified Project Certification (PMP)
Application Developer	X		
Business Analyst	X		X
Bus. Intel. Developer	X		X
Client Service/Help Desk			
Computer Operations	X		
Database Administrator	X		X
Info Security Specialist		X	
Network Architect		X	X
Project Manager		X	X
Sales Professional			
Systems Analyst	X		

\* These certifications were cited 6 or more times as important



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# Top recruiting sources

- ***Referrals*** were cited over 120 times as the most effective source of employees
- Other effective sources include ***company websites, job boards, search firms, and social media sites***



# Top challenges faced in recruiting

- ***Lack of knowledge about health care delivery*** was cited over 140 times as a barrier to finding needed talent
- ***Lack of availability of required technical skills*** was cited 110 times as a barrier
- Other factors included ***difficulty finding credentialed candidates*** and ***uncompetitive compensation***



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# Training provided by HIT companies

- ***On-boarding*** was the most common training offered (almost 300 citing's)
- ***Briefing on health care delivery*** was cited 166 times
- ***Technical skills training*** was cited 118 times
- ***Project management*** and ***Management training*** were cited around 40 times



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# Support Desired from Local Institutions

- ***Overviews on health care delivery*** were cited over 137 times as desired support
- ***4 year degree w/ HIT focus*** were cited over 100 times
- ***Other support included:***  
***certification training,***  
***2 year degree with HIT focus,***  
and ***computer skills training***



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# Other insights offered about HIT talent

- Create a medium for companies to share ideas and job postings or business collaboration opportunities
- Have HIT educational specialties in: 1) **health care delivery**, 2) **clinical research**, and 3) **economics**
- It is difficult to find resources in sales and implementation (project mgr.)
- Small firms have **trouble** providing **continuing education**... local schools might offer this
- There are system specific skill sets needed that are not offered in any formal setting



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# Next steps for Atlanta

- **Working** directly with **academia** to develop courses
- Action plans (short term-long term) for meeting the demand for talent:
  1. Building a **portal** to serve as a clearinghouse for HIT job and educational information (**ping me model**)
  2. Launching a **social media** recruiting campaign
  3. Pilot a program where top HIT employers are connected with potential suppliers of talent (**match making at company level**)
  4. Sponsoring a health care boot camp

*...What are other possibilities?*



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# THANK YOU

*For more information about the*  
***Nation's Health IT Capital***  
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